

CEO E-Briefing

A weekly report to City Council and the community



August 25, 2011

No. 10



May you live in
interesting times

We live in interesting times

"May you live in interesting times" is said to be both a Chinese proverb and a curse. Interesting times is where city governments find themselves these days.

The City of Costa Mesa faces many challenges: a deep and stubborn recession, an unstable stock market, rising pension costs, unfunded liabilities, and political winds buffeting it from all sides. And we are in the process of re-inventing the way we deliver services to residents, businesses and visitors, a journey that began quite suddenly in 2008 when the housing bubble burst and our revenues plummeted.

Since then, change and uncertainty have been our constant companions, and, no matter our wishes, they won't go away any time soon. We aren't alone. Fundamental changes are happening in private industry, in our public schools, and in state and federal government.

During these interesting times, I'm especially proud that the employees of the City have remained true civil servants, unwavering in their duties to expertly and graciously serve the public.

I guess it's no surprise, given the quality of character in our work force. But still, it's worth noting – and praising.

Tom Hatch, chief executive officer, City of Costa Mesa

On the calendar this week

- Aug 26 TODAY** Special meeting of the Costa Mesa Redevelopment Agency at 4:30 p.m. in the Council Chambers to discuss options and legal issues created by new legislation (See [E-Briefing No. 9](#) for more information).
- Aug 27**
- Aug 28**
- Aug 29 SATURDAY** Friends of the Costa Mesa Libraries is holding a two-day book sale starting Saturday from 9 a.m. to 3 p.m. at the Costa Mesa Donald Dungan Library, 1855 Park Ave. All books are \$1 or less.
- Aug 30**
- Sept 01 SUNDAY** Friends of the Costa Mesa Libraries book sale continues from noon to 3 p.m. with a buck-a-bag of books special at the Costa Mesa Donald Dungan Library, 1855 Park Ave.
- Sept 02**

- ☒ Sign up to receive this E-Briefing directly to your email

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Comments

or suggestions, please contact wlobdell@ci.costa-mesa.ca.us



City of Costa Mesa



Costa Mesa City Hall

CEO's Office

Neighborhood insights sought for bumper sticker project

The City is developing a series of bumper stickers that will promote Costa Mesa and its neighborhoods. Each sticker will feature three iconic images along with the city's and neighborhood's name underneath (see Westside prototype, right).



So far, we have a general Costa Mesa bumper sticker with images of a Ferris wheel, Segerstrom Center for the Arts, and a skateboard (we'd welcome any other ideas). For the neighborhoods, we have, in alphabetical order:

- **College Park:** Fairview Avenue, Orange Coast College, Costa Mesa High.
- **Eastside:** E. 17th Street, Triangle Square, bluffs of Back Bay.
- **Halecrest/Hall of Fame:** Swim and tennis club and ...?
- **Mesa del Mar:** Tewinkle Park, OC Fair, Angels Park, Tennis Club, Bark Park, Sonora-Davis and Costa Mesa High schools.
- **Mesa North:** Ideas?
- **Mesa Verde:** Golf course, the Adobe, Estancia High, the bridge over Placentia.
- Other neighborhoods?

Please [e-mail here](#) any suggestions and/or missing neighborhoods.

Notes from the CEO's Office

Wireless Internet in the Council Chambers will be available to the public for the Sept. 6 City Council meeting ... Thanks to **Dan Baker** and **Rick Kirkbride**, among others, for getting the installation rolling ... Most City employees will go to a 5-day work week on Sept. 26, with standard hours being 8 a.m. to 5 p.m. ... The City's **new website URL** (www.costamesaca.gov) is now working, and the **new e-mail addresses** (tom.hatch@costamesaca.gov) should be ready to go within a week or two ... The former URL and e-mail addresses will seamlessly forward to the new ones (kudos to **Adam Silva** and **Thanh Bui**) ... This will put to rest the common refrain often overheard at City Hall: "My e-mail address? It's the first letter of my first name plus my last name and then at C-I dot Costa hyphen Mesa dot C-A dot U-S." ... City organizational charts – with photos of each employee (public safety excluded) for easy reference – are being completed and soon will be handed out to each department ... We're working on creating a phone/e-mail directory with the same photo feature.

How long is the average City Council meeting?

Dane Bora of the video production department recently researched the average length of City Council meetings over the past 18 months. Were they:

- A. Two-and-a-half hours?
- B. Three hours?
- C. Four hours?
- D. Five hours?
- E. Five-and-a-half hours?

Answer: C.



Sept. 11 10th anniversary event planned

A memorial event to mark the 10th anniversary of the Sept. 11 terrorist attacks will be held from 9 to 11 a.m. on Sunday, Sept. 11 at the Army Reserve Base at 2651 Newport Blvd. in Costa Mesa. The day will feature local police officers, firefighters and military personnel, speakers, patriotic music and a banner to sign that will be sent to Ground Zero. Items will also be collected and sent to our troops overseas.

Costa Mesa
Remembers

9-11-01

9-11-11



Administrative Services



Registration for classes, programs begins Monday

The Recreation Guide September-December Fall issue is online [here](#).

Registration for fall classes and programs begins Monday at City Hall (third floor recreation counter) and the Neighborhood Community Center and Downtown Recreation Center from 8 a.m. to 4 p.m. Monday through Friday. Call (714) 327-7525 for more information.

Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: This reptile can be found near the Back Bay.

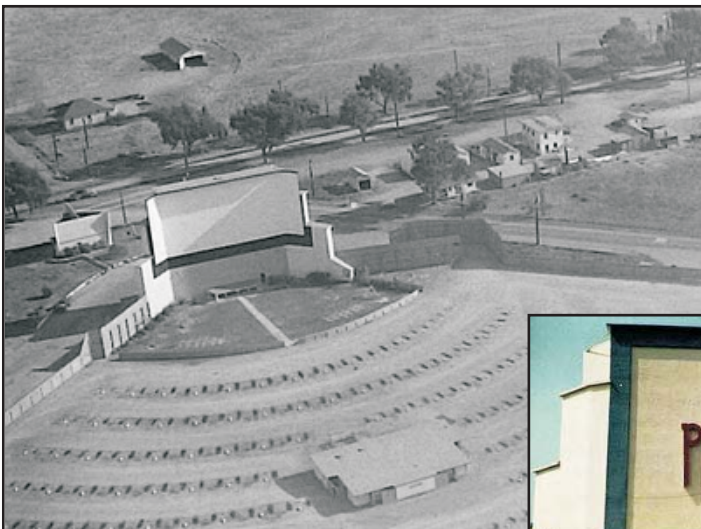
To get the whole picture, see [page 4](#).



Development Services

Development Services notes

Plans were recently submitted for plan check review of a new 2,678-square-foot, single-family, single-story home with a 522-square-foot attached garage ... Once the plans have been finalized and the permits issued, the proposed construction will take place at 409 Flower St. ... The home will consist of 3 bedrooms, 3.5 baths, a 116-square-foot covered porch, a 258-square-foot patio cover and a 98-square-foot trellis ... The project is valued at \$560,000 ... A second residential project was submitted into plan check for a two-unit residential development at 1970 Maple St. ... The project includes two, 2,125-square-foot homes with 503-square-foot attached garages. Each home will have 4 bedrooms, 4.5 baths, a 47-square-foot front porch, a 92-square-foot patio cover and an 88-square-foot balcony deck ... These homes are collectively valued at \$446,668.



Making History

This aerial photo shows:

- A. The Paulo Drive-In.
- B. The original Calvary Chapel amphitheater.
- C. The Costa Mesa Bowl.
- D. The original Crystal Cathedral church.
- E. C and D.



A. The Paulo Drive-In. Opened on July 8, 1949 showing "Streets of Laredo" and "Across the River," the venue at the corner of Paularino Avenue and Newport Boulevard was Orange County's third drive-in. Originally an independent, the drive-in was picked up by Pacific Theatres in 1952. The Paulo lasted until 1976 when the site was demolished for an apartment complex and 55 freeway construction. Mirroring the decline of the drive-in theatre format, the venue closed out its run with a B-film double bill of "Flesh Gordon" and "The Cheerleaders." (Information from [Cinelog](#).)

Fire Department

Back-to-school education on safety and preparedness

Travel safely to and from school as September brings a new school year. Watch for additional pedestrian and bike traffic in neighborhoods and on city streets. Take an extra look both ways when entering neighborhoods, at signal lights and near schools and parks.

September is also National Preparedness Month. Go to www.readyoc.org for details and information. If you need a guest speaker for your event, club or organization, contact the Costa Mesa Fire Department's Community Education office at (714) 754-5091.

As part of National Preparedness Month, residents are encouraged to note where the nearest pay phone is in their neighborhood. In the event that cellular sites are down, your cell phone is lost or damaged or your portable home phone is unable to charge or the power is off, you will want to let family, friends and your workplace know that you are OK.

Other tips: keep the phone numbers (include home, work, and mobile) of your out-of-state emergency contact in your vehicle, wallet, backpack, or purse along with at least \$3 in coins. Keep a pre-paid phone card with at least 10 minutes in your vehicle and wallet just in case.



Secret Spotted

The metal sculpture of a lizard, climbing a wooden fence, is a familiar sight to those traveling eastbound in the 200 block of Del Mar Avenue in Eastside Costa Mesa.

Good ink for Costa Mesa

Here's a round-up of good news coming from Costa Mesa this week.

- [She says there's '365 Things to Do in Costa Mesa'](#)
- [Costa Mesa task force tackles homelessness](#)
- [Local 14-year-old, who has auditory disorder, is a welcome addition to Pop Warner football](#)
- [Back Bay High improves exit exam scores](#)



Police Department



Swearing in ceremony for Police Chief set for Sept. 6

Tom Gazsi will be sworn in as Costa Mesa's new police chief at a ceremony and reception in the Council Chambers at 3 p.m. on Sept. 6. The public is invited to attend the event, which will take place before the City Council meeting.



Valuables in plain sight a common factor in car break-ins

In the Costa Mesa Prepared's latest newsletter ([e-mail here](#) to request a subscription), residents are warned about a recent rash of car burglaries where windows were smashed after valuables were left in plain sight.

Here is a sampling of the crimes: 3100 block of Harbor Blvd. (purse taken); 3100 block of Harbor Blvd. (rings and camera); 2600 block of Fairview Ave. (CD player); 2600 block of Fairview Ave. (Apple laptop, checks); 2700 block of Fairview Ave. (laptop and backpack); corner of Parsons and Bay (GPS and stereo taken); 1400 block of Deauville (money, GPS, stereo); 900 block of Arbor (purse, camera, backpack, GPS and money); 1600 block of Iowa (wallet and stereo); and 3000 block of Harbor (purse).

Public Services

City arborist headed for leafier pastures

Dean Rodia, senior maintenance supervisor and city arborist, has accepted a position as park superintendent with the City of Rancho Cucamonga. Dean has provided the City with outstanding expertise in the management of our urban forest and has guided the largest workforce in the Maintenance Division during the best of times and the most challenging of times, with dedication and a personal commitment to customer service.

He took on the challenge of overseeing the Parks and Parkways section when **Joe Bogart** retired after over 30 years of service and has done a great job. We will miss him.

